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MINISTRY OF COMMERCE AND INDUSTRY

PUBLIC NOTICE

IMPORT TRADE CONTROL

New Delhi, the 17th January 1962

SUBJECT.—*Import policy for Newsprint [White Printing Paper (excluding laid marked paper) which contains mechanical wood pulp amounting to not less than 10 per cent of the fibre contents] (S. No. 44/V)—October, 1961—March, 1962 licensing period.*

No. 8-ITC(PN)/62.—Attention of the Actual Users of Newsprint is invited to Remark (6) against S. No. 44/V of Section II of the current Red Book which provides that requests for additional newsprint on account of any increase in circulation during October, 1961—March, 1962 period would be considered on an *ad-hoc* basis. Attention is also invited to Remark (7) concerning requests of publishers to bring out new newspapers.

2. The basic quota of Newspapers during April, 1961—March, 1962 licensing period was determined for 12 months on the basis of their circulation during 1959. Later, where a newspaper had registered an increase in circulation over 1959, entitlements were enhanced on the basis of average circulation during October, 1960—March, 1961. The newsprint quotas thus with newspapers for April, 1961—March, 1962 are based on the certified circulation during October, 1960—March, 1961. On a review of the position and in view of the continuing stringency of foreign exchange and the difficulty of procuring adequate quantities of newsprint, it is considered that the available resources would not be adequate to meet the increased demands for newsprint on account of rising circulation of newspapers as well as of new publications which may be started. Having regard to the overall foreign exchange position and the availability of newsprint, and with a view to ensure equitable distribution of newsprint among all units of newspapers, it has been decided that:—

- (a) From April 1962 onwards, it would not be possible to meet all the demands of daily newspapers for additional newsprint on account of increase in their circulation. While in the case of daily newspapers, whose circulation is over and above an average of 10,000 copies, a maximum of 10 per cent increase over and above the average circulation certified during the calendar year 1961 would be allowed; a maximum 25 per cent would be permissible where the average circulation of any daily during 1961 was below 10,000 copies.
- (b) Since the 12 month quota of newsprint to Daily newspapers for April, 1961—March, 1962 is based on the average circulation during October, 1960—March, 1961, it has further been decided that *ad-hoc* allotments of newsprint may be allowed to newspapers, which would be subject to adjustment when certified figures of actual increase in circulation, if any, during April, 1961—March, 1962 are furnished. The quota of newsprint during the next licensing period (April—September, 1962) would be issued only after the *ad-hoc* allotment has been adjusted.

- (c) Requests of newspapers and periodicals for allotment of newsprint for meeting any temporary increase in circulation during the period of general elections, viz., December, 1961 to February 1962 would, however, be considered on an ad-hoc basis.

3. Regarding allotment of newsprint to new newspapers, the ceilings on pages have already been indicated in Remark No. (7) against S. No. 44/V of Section II of the current Red Book. It is considered that, as in the case of existing dailies, it would not be possible, on account of the foreign exchange stringency, to allocate without limit the quantity of newsprint which a publisher of a new daily newspaper may demand. Keeping in view the normal practice and the performance of newspapers established during the last few years, it has been decided that:—

- (i) Regard will be had to the fact that during the initial period of three months only allotments of Nepa newsprint will be available and additional newsprint, if necessary, would be made available during the remaining nine months of the first year to the extent of the consumption necessitated by the increase in circulation over a maximum of 10,000 copies during the first three months, provided that the maximum increase in circulation is not beyond 25 per cent of the average circulation during the initial three months.
- (ii) During the second and subsequent years such a publication would be considered on par with the existing newspapers and increase in circulation for purposes of allotment of newsprint will be subject to a ceiling of 10 per cent over the previous year.

K. T. SATARAWALA,
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